



# SPAFID CONNECT

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Minerali d'Italia

*Testo del comunicato*

Vedi allegato.



**GIGLIO GROUP AND ACQUE MINERALI D'ITALIA SIGNED  
A JOINT VENTURE AGREEMENT:  
INTRODUCING " CLOUD FOOD", THE INNOVATIVE TECHNOLOGY PLATFORM FOR  
MANAGING ORDERS AND E-SHOPPING IN THE FOOD & BEVERAGE SECTOR**

***Channel "Ibox 65", the first T-commerce channel in Italy dedicated to "Home, Food, Furniture" made in Italy, was launched and aired today on channel 65 of DTT.***

Milano, 21st march 2018 – Giglio Group S.p.A. (Ticker GGTV) ("Giglio Group" or "the Company") – the first e-commerce 4.0 company listed on the MTA-STAR market of the Italian Stock Exchange since 20 march 2018 – announces the signing of a joint venture agreement with Acque Minerali d'Italia S.p.A., one of the top four companies in the field of mineral waters in Italy, led by Massimo Pessina.

Today the *Cloud Food* was issued – a company which is 51% owned by Giglio Group and 49% by Acque Minerali d'Italia. *Cloud Food* is a technological platform that will arise as a real alternative and innovative distribution channel of food Made in Italy, which allows the order management flexibly and with online subscription, even through the innovative T-commerce available on Giglio Group's channels.

Made by 3 divisions (Food Digital, Food Distribution, food Media), *Cloud Food* will offer tailor made services through ecommerce 4.0- B2C and B2B; from the creation of e-commerce platforms, to the management of products and consumer goods in the food&beverage sector on all important global marketplaces. *Cloud Food* will represent, therefore, the first Digital Company to market internationally the fusion between traditional and digital media (tv and video) and online sales, revolutionizing the experience of e-shopping in the world with the new integrated model of e-commerce 4.0.

The partnership between Giglio Group and Acque Minerali d'Italia will put together the activities and know how of the two groups: on the one hand, technological, digital and T-commerce skills, coupled with Giglio Group's television and, on the other hand, Acque Minerali d'Italia, which is at the top of its market, with a pipeline of new products and a distribution network nationwide.

Operationally, *Cloud Food* will be able to connect the availability of the e-commerce site products to over 40 platforms in the world with which Giglio Group is connected. The platform will be able to manage the weekly, monthly and seasonal "real time" purchases, suggesting to the user-consumer the correct product mix through predictive models according to the purchase history. The system

will also be able to automatically arrange the preventive and statistical refill of certain articles close to the stock.

*Cloud Food* is an equal governance joint venture with the appointment of two directors by each shareholder. Alessandro Giglio has been nominated Chairman. The Joint venture consolidation will be carried out at equity and not line by line by Giglio Group.

At the same time, Giglio Group today presented the new tv channel *Ibox 65*, a T-commerce channel dedicated to home and family world (home, food, furniture, design and family), which will be on air from today on the digital terrestrial channel 65, the first T-commerce channel in Italy that will allow the purchase of products distributed by Giglio Group and Cloud Food also on TV.

**Alessandro Giglio, Chairman and CEO of Giglio Group, declares:** *"We are very proud of the Cloud Food launch and of the agreement with one of the largest and most innovative Italian food groups on the market. With this agreement Giglio Group expands its ecommerce 4.0 model to Food and stands as the only partner in the digital sales process, after having already succeeded in the fashion field, positioning itself today as the Made in Italy aggregation and diffusion platform into the world. This agreement is accompanied by the launch of our first T-commerce channel in Italy linked to home, food and furniture world that will allow the purchase of products distributed by Giglio Group and Cloud Food through our new digital i-box platform integrated with television".*

**Massimo Pessina, Chairmen of the Acque Minerali D'Italia Group, comments:** *"From the match between one of the main industrial and distribution companies in the mineral water sector and the Giglio Group dynamic e-commerce platform, a project has been created with the ambition to bring an important and innovative contribution and the aim to improve the sector organizational and business model logics, as well as the distribution and consumption processes".*

**Lorenzo Falconi, Managing Director of Acque Minerali D'Italia, adds:** *"The Acque Minerali d'Italia Group relaunches with passion and enthusiasm, convinced that this is the moment to believe in projects that give breath looking for real, social and economic value. In this context, in a country where the culture of making the system, of getting together, is still not widespread, the new challenge is to move as an aggregating subject convinced that partnerships are an incentive to create fundamental value".*

Acque Minerali d'Italia is one of the first four companies in the mineral waters sector in Italy, with important brands, such as Norda, Sangemini and Gaudianello. The group includes the largest production and distribution structure, powered by 26 sources and built on 5 poles of excellence, expressing a productive and commercial potential based on 8 factories in Italy (4 in the North, 2 in the Center and 2 in the South), with 25 bottling lines dedicated to glass and PET formats. In 2017 the Group production exceeded 1 billion and 200 million liters, with a consolidated increase of + 8.3% on the previous year and a turnover of 140 million euros registering a growth of around 7%. At a national level, with its brands, the Group is present in traditional channels, large-scale retail chains (GDO), automatic distribution (vending) and in the HO.RE.CA. (hotel, restaurant, catering). Acque Minerali d'Italia Spa also operates in the sector of carbonated soft drinks, produced both under its own brand and for third parties. Finally, the company is also present in the still drinks market (non-carbonated), with its own bottling plant equipped with "aseptic" technology.

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### **Information on Giglio Group**

*Founded by Alessandro Giglio in 2003 and listed on MTA- STAR market, Giglio Group is an e-commerce 4.0 company addressing mainly millennial consumers. The group is a leader in the field of radio and television broadcasting, it has developed cutting-edge digital solutions and represents, in online fashion, a digital market place at a global level, catering to thirty major digital retailers in the world. Giglio Group also produces multimedia content that is transmitted, through agreements with operators and in a large part through a proprietary infrastructure via fiber and satellite transmission formed by the division M-Three Satcom, in 46 nations, 5 continents and in six languages through its own television channels visible on all TV devices, digital, web and mobile. In 2016, the group launched its own e-commerce 4.0 model, which is currently operating in China and the USA: the users "see and buy" by clicking on their smartphone / tablet or taking a photograph of the product they are watching on television, for a revolutionary shopping experience. Giglio Group is headquartered in Milan, Rome, New York (Giglio USA) and Shanghai (Giglio Shanghai).*

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